

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	11/17/2005		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playtex Products, Inc.		11/04/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Lander Intangibles Corporation		
Street Address:	2711 Centerville Road		
Internal Address:	Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 33			
Property Type	Number	Word Mark	
Serial Number:	78224931		
Serial Number:	76578047	IT'S PURE MAGIC	
Serial Number:	76606242	MAGIC MOMENTS	
Serial Number:	76578049	PURE MAGIC	
Registration Number:	1389143	ANGLER	
Registration Number:	580657	BABY MAGIC	
Registration Number:	2877599	BABY MAGIC	
Registration Number:	1228079	BABY MAGIC	
Registration Number:	1055375	BABY MAGIC	
Registration Number:	1397315	BABY MAGIC	
Registration Number:	2232232	BABY MAGIC	
Registration Number:	2532862	BABY MAGIC	

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TRADEMARK
REEL: 003231 FRAME: 0275

Registration Number:	1544242	BABY MAGIC
Registration Number:	796657	BABY MAGIC
Registration Number:	2874484	BABY MAGIC
Registration Number:	2960877	BABY MAGIC
Registration Number:	2978597	BABY MAGIC
Registration Number:	2825186	
Registration Number:	2955612	
Registration Number:	1593080	DENTAX
Registration Number:	2724662	DENTAX PLUS
Registration Number:	2777129	FOR THAT JUST BATHED CLEAN
Registration Number:	2553636	NOBODY BABIES YOUR BABY BETTER
Registration Number:	2664374	NOBODY BABIES YOUR BABY'S HAIR BETTER THAN BABY MAGIC
Registration Number:	2725613	NOBODY BABIES YOUR BABY'S SKIN BETTER THAN BABY MAGIC
Registration Number:	2592197	NOBODY BABIES YOUR SKIN BETTER THAN BABY MAGIC
Registration Number:	2725612	NOBODY BABIES YOUR BABY'S SKIN AND HAIR BETTER THAN BABY MAGIC
Registration Number:	2795569	PACK-AND-GO
Registration Number:	2423838	LAUGH & SPLASH
Registration Number:	551649	TEK
Registration Number:	258849	TEK
Registration Number:	1847385	TEK EXCEL
Registration Number:	796614	BABY MAGIC

CORRESPONDENCE DATA

Fax Number: (609)924-3036
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 609-924-8555
 Email: tdenys@mathewslaw.com
 Correspondent Name: Todd A. Denys
 Address Line 1: 100 Thanet Circle
 Address Line 2: Suite 306
 Address Line 4: Princeton, NEW JERSEY 08540-3674

ATTORNEY DOCKET NUMBER:	5350-103US
NAME OF SUBMITTER:	Todd A. Denys
Signature:	/todd a. denys/

Date:

01/20/2006

Total Attachments: 3

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UNITED STATES

ASSIGNMENT

THIS ASSIGNMENT is made effective the 17th day of November, 2005 between, PLAYTEX PRODUCTS, INC., a corporation organized and existing under the laws of the State of Delaware, with a principal place of business located at 300 Nyala Farms Road, Westport, Connecticut 06880, United States of America (hereinafter the "ASSIGNOR"), and LANDER INTANGIBLES CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with a with a corporate address of 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808, United States of America, (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademarks and Trademark Applications and/or Registrations therefor listed in Schedule A attached hereto (hereinafter the "Trademarks"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademarks to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its right, title, and interest in the Trademarks and Trademark Applications and/or Registrations therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the portion of the business assets to which the Trademarks and Trademark Applications and/or Registrations pertain and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 17th day of November, 2005.

PLAYTEX PRODUCTS, INC.

BY:



Name: William Stammer

Title: Assistant Secretary and Associate General Counsel

(Corporate seal)

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto set its hand this 18th day of November, 2005.

LANDER INTANGIBLES CORPORATION

BY:



Name: Brian Geiger

Title: Vice President – Finance, Chief Financial Officer,
Treasurer and Secretary

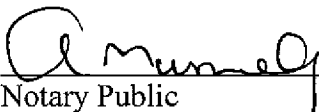
(Corporate seal)

TRADEMARK

REEL: 003231 FRAME: 0278

United States of America)
State of Connecticut) ss: Westport
County of Fairfield)

On this 4th day of November, 2005, before me, personally appeared, William Stammer, to me known, who being by me duly sworn, did depose and say that he is Assistant Secretary and Associate General Counsel of Playtex Products, Inc., the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

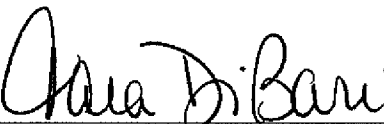

Notary Public

Notarial Seal

Ann Munnely
NOTARY PUBLIC
State of Connecticut
My Commission Expires 6/30/09

United States of America)
State of New Jersey) ss:
County of Mercer)

On this 18th day of November, 2005, before me, personally appeared, Brian Geiger, to me known, who being by me duly sworn, did depose and say that he is Vice President – Finance, Chief Financial Officer, Treasurer and Secretary of Lander Intangibles Corporation, the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.


Notary Public

Notarial Seal

UNITED STATES

SCHEDULE A

<u>Trademark</u>	<u>Registration No.</u>
ANGLER	1,389,143
BABY MAGIC	580,657
BABY MAGIC	2,877,599
BABY MAGIC	1,228,079
BABY MAGIC	1,055,375
BABY MAGIC	1,397,315
BABY MAGIC	2,232,232
BABY MAGIC	2,532,862
BABY MAGIC	796,614
BABY MAGIC	1,544,242
BABY MAGIC	796,657
BABY MAGIC (WITH COW AND MOON DESIGN)	2,874,484
BABY MAGIC (WITH LAMB AND FLOWERS DESIGN)	2,960,877
BABY MAGIC (AND LAMB IN TUB DESIGN)	2,978,597
COW ON THE MOON DESIGN	2,825,186
LAMB IN TUB (DESIGN)	2,955,612
DENTAX	1,593,080
DENTAX PLUS	2,724,662
FOR THAT JUST BATHED CLEAN	2,777,129
NOBODY BABIES YOUR BABY BETTER	2,553,636
NOBODY BABIES YOUR BABY'S HAIR	
BETTER THAN BABY MAGIC	2,664,374
NOBODY BABIES YOUR BABY'S SKIN	
BETTER THAN BABY MAGIC	2,725,613
NOBODY BABIES YOUR SKIN BETTER THAN	
BABY MAGIC	2,592,197
NOBODY BABIES YOUR BABY'S SKIN AND HAIR	
BETTER THAN BABY MAGIC	2,725,612
PACK-AND-GO	2,795,569
LAUGH & SPLASH	2,423,838
TEK (STYLIZED)	551,649
TEK (STYLIZED)	258,849
TEK EXCEL	1,847,385

<u>Trademark</u>	<u>Application No.</u>
LAMB DESIGN (WITH FLOWERS)	78/224,931
IT'S PURE MAGIC	76/578,047
MAGIC MOMENTS	76/606,242
NOBODY BABIES YOUR BABY'S SKIN AND HAIR	
BETTER THAN YOU AND BABY MAGIC	76/415,908
PURE MAGIC	76/578,049